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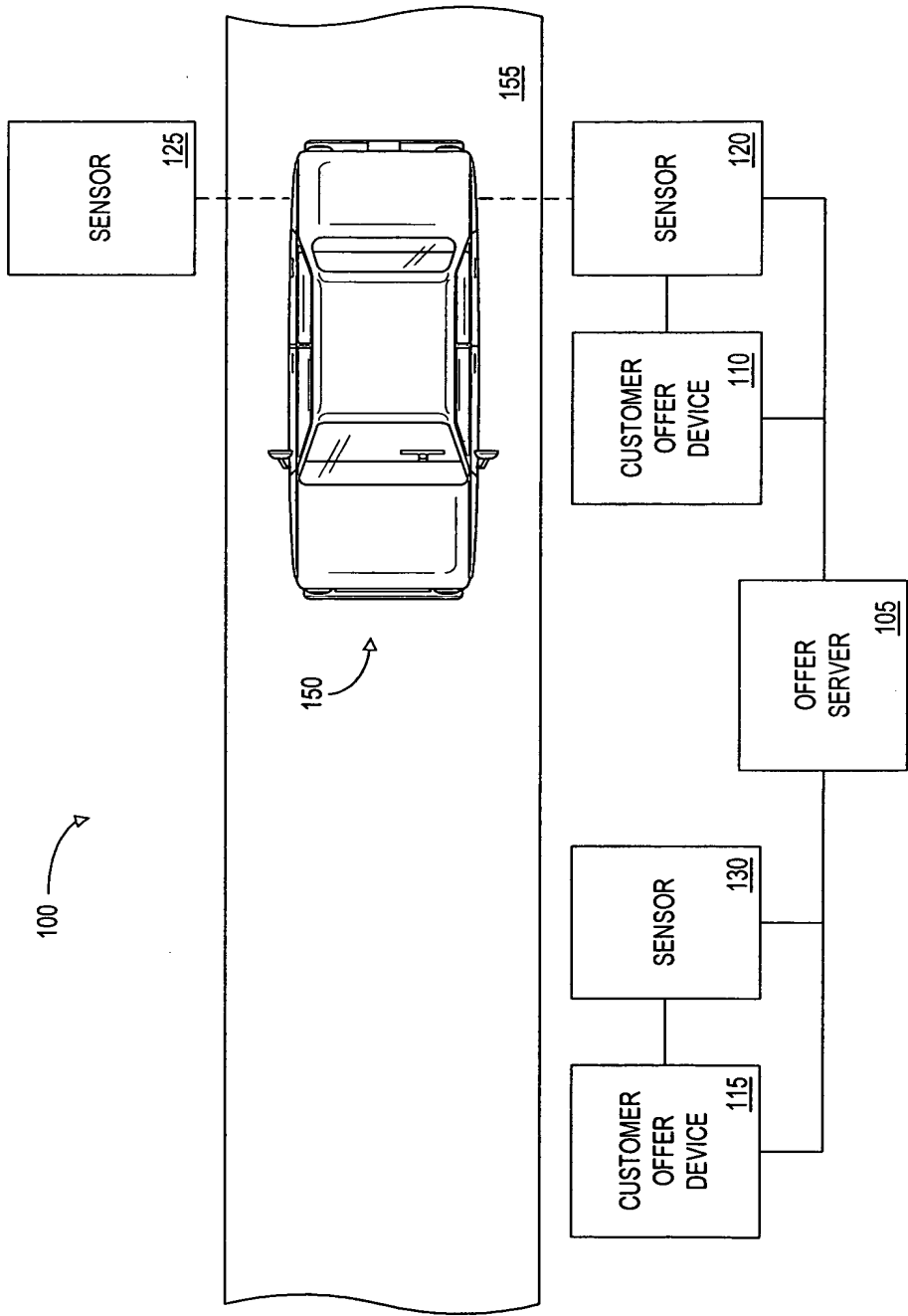


FIG. 1

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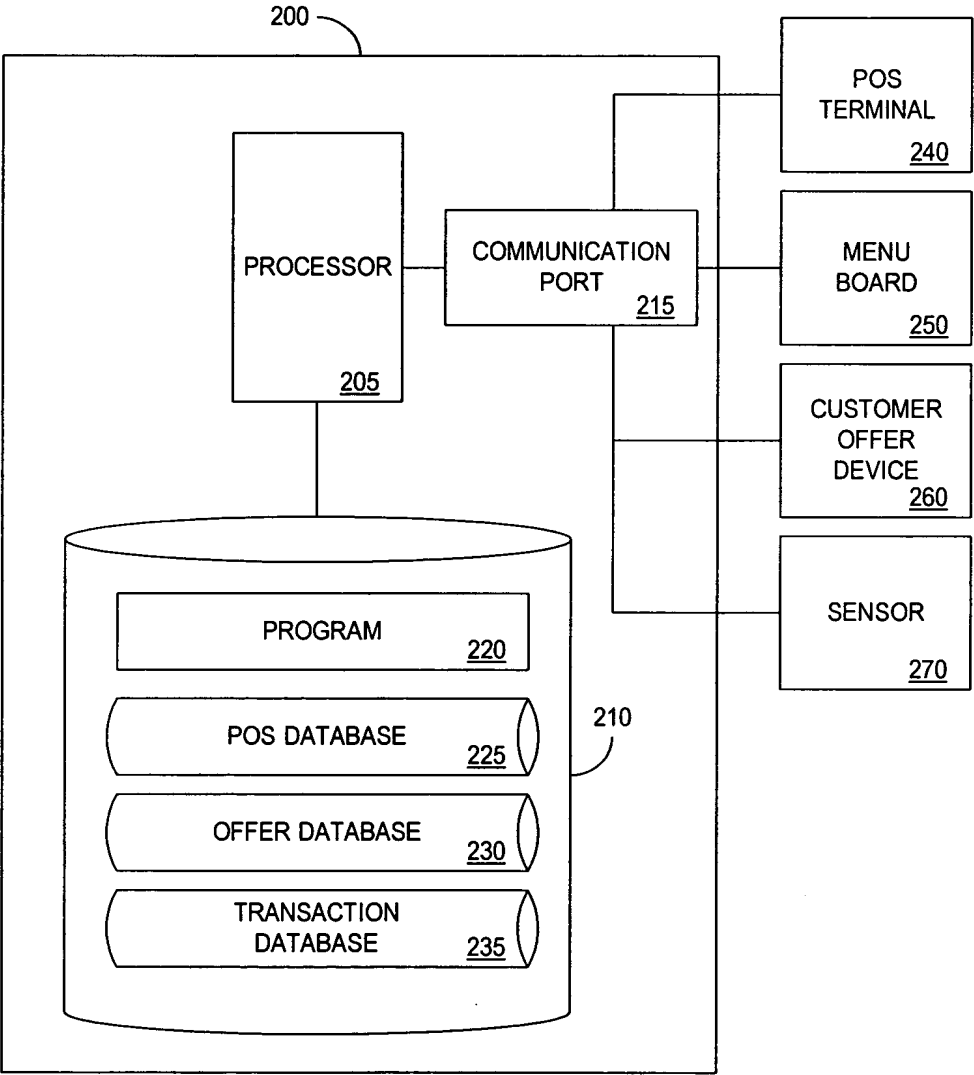


FIG. 2

VAN LUCHENE ET AL.	ATTORNEY DOCKET NO.: 03-030
METHOD AND APPARATUS FOR MOTION-CONTROLLED COMMUNICATION OF OFFERS	

300

PLU NUMBER <u>305</u>	PLU TYPE <u>310</u>	ITEM DESCRIPTOR <u>315</u>
PLU001	SIDE	SMALL FRY
PLU002	DRINK	SMALL COLA
PLU003	SANDWICH	HAMBURGER
PLU004	COMBO	2 SMALL FRY, 2 DRINKS, 2 HAMBURGERS

FIG. 3

400

OFFER IDENTIFIER 405	DESCRIPTION 410	TYPE 415	AVAILABLE SLOTS 420	REQUIREMENTS 425	TERMINATE IF CUSTOMER NOT PRESENT 430
1	TRY OUR NEW SALAD	ACTIVE	PRE-TRANSACTION	LUNCH OR DINNER	NO
2	X OR Y FOR YOUR CHANGE	ACTIVE	POST-SUBTOTAL	CHANGE ≥ \$0.25	YES
3	SUPERSIZE	ACTIVE	POST-SUBTOTAL	COMBO MEAL ORDERED	YES
4	MAKE IT A COMBO	ACTIVE	PRE-SUBTOTAL	2 COMPONENTS OF COMBO ORDERED	YES
5	FREE MEAL! SIGN-UP FOR...	ACTIVE	POST-TENDER	MEAL IS ≤ \$5.00	YES
6	PROMOTIONAL VIDEO	PASSIVE	ADVERTISEMENT	NONE	NO

FIG. 4

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500 →

TRANSACTION IDENTIFIER 505	TRANSACTION DATE 510	TRANSACTION TIME 515	ORDERED ITEM(S) 520	OFFER IDENTIFIER 525	OFFER ACCEPTED? 530	OFFER COMPLETED AT MENU BOARD? 535	OFFER COMPLETED AT PICK-UP WINDOW? 540
TR1001	01/01/2003	12:15 PM	001, 050, 036	3	N	N	Y
TR1002	01/01/2003	12:16 PM	003, 041	2	Y	Y	N
TR1003	01/01/2003	12:20 PM	432, 003	3	N	N	N

FIG. 5

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METHOD AND APPARATUS FOR MOTION-CONTROLLED COMMUNICATION OF OFFERS	

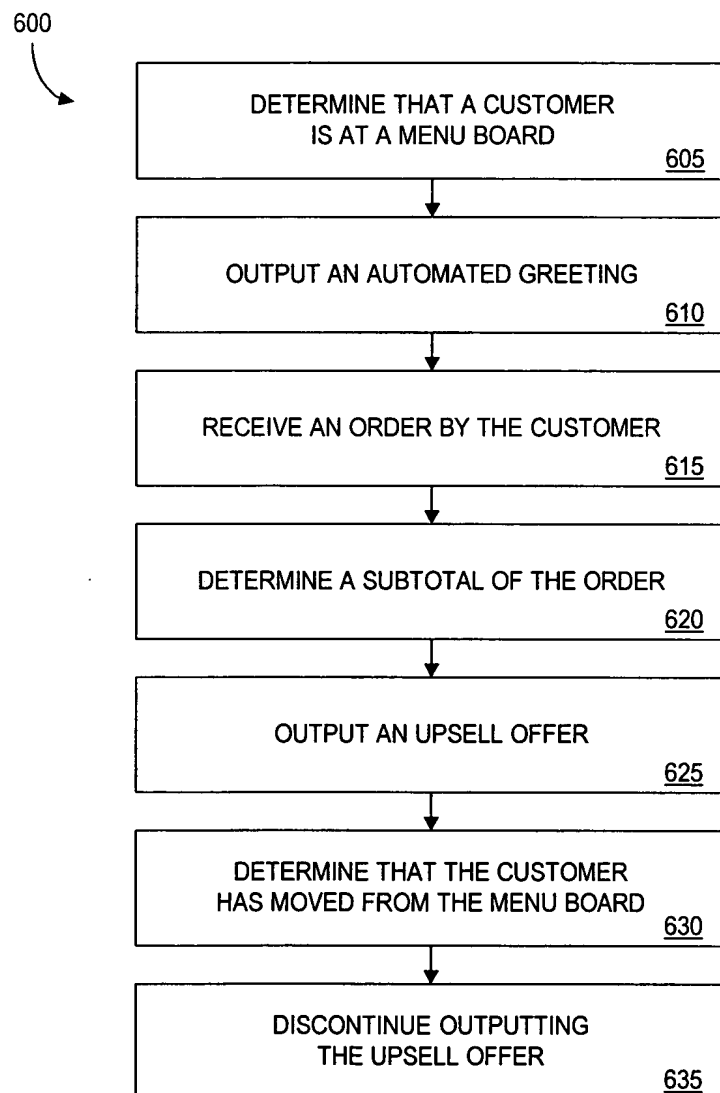


FIG. 6

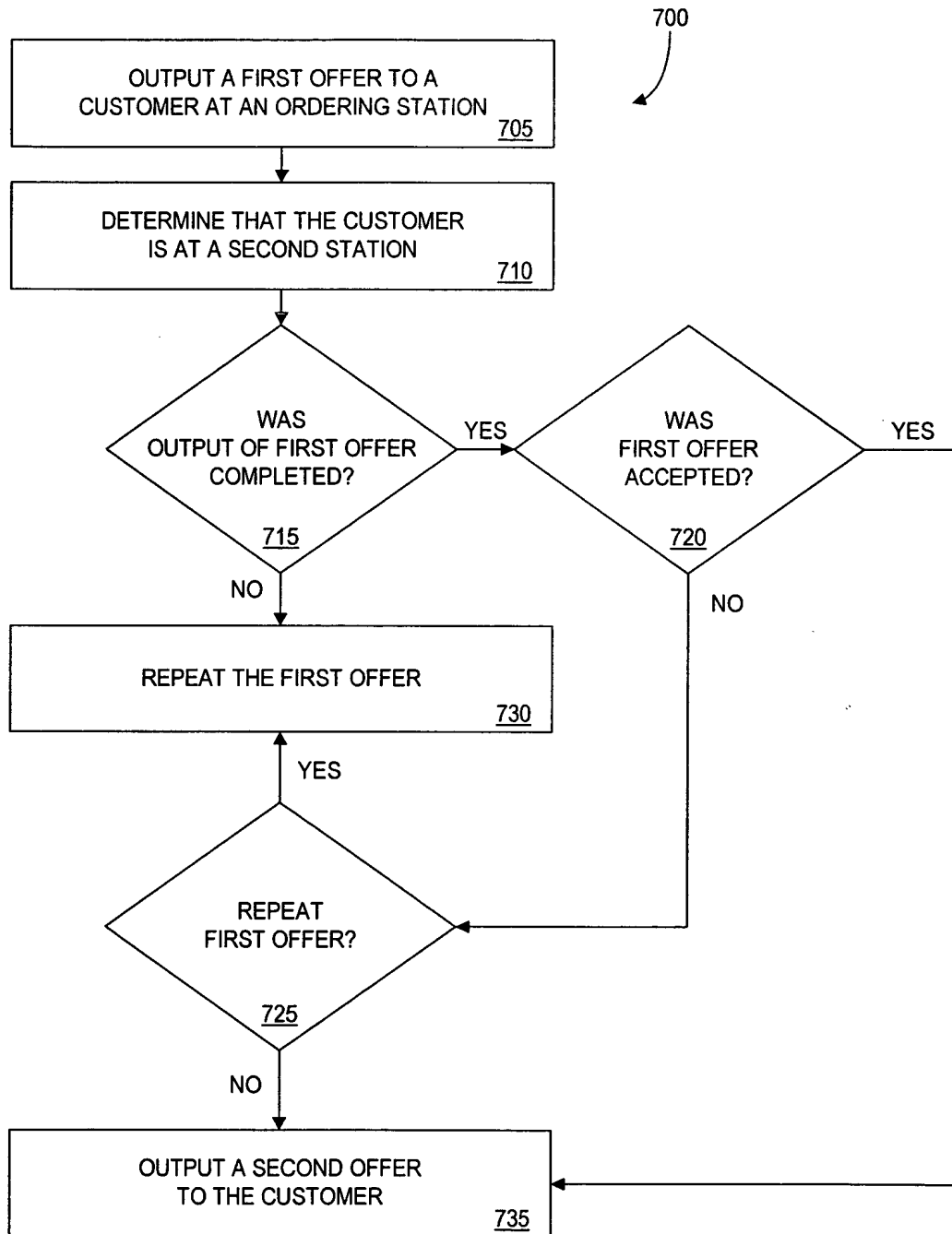


FIG. 7